

The best technologies are really hidden hands

Much is made of dotcom businesses – one click and the world is renewed. But Uber is nothing without its drivers, Deliveroo is nothing without its cyclists, AirBnB nothing without its houses and hosts, Match.com is nothing without its lovers. At their heart, all these dotcoms are people and their peer to peer interactions - the technology is the enabler, not the main show. MSB is the Uber of the health and care world, and our tech platform is the invisible hand driving the business. Our tech empowers the peer to peer connecting of our brokers and customers by automating all the tedious, time consuming practicalities of their collaboration leaving them free to focus on the real issue – how can customers live their best lives.

We build our own **technology** so we have a Support Brokerage digital platform that acts as invisible hands to deliver close, real-time, mobile working across all of us in the business that is completely virtual – our office is where our laptops are, and everyone knows all the time what everyone is doing, or perhaps most importantly not doing. Communication is always 'on' as we use Skype, WhatsApp etc.

Our platform connects a digitally enabled business where everyone is self-managing and has no need for a dense management or hierarchy, so we have a **flat peer based structure** of MSB HQ and our networks of freelance Support Brokers, Trainers and Assessors, Quality Assurers – that's it. The conventional model of a Board is eschewed for a Peer Collaborative which holds MSB HQ to account – HQ work for the Support Brokers who work for the customers to turn conventional governance on its head..